



Global Marketing

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CHALLENGE

TEAMWORK & PUBLIC SPEAKING

- 1) FIND 2-4 MATES AND ORGANIZE A TEAM
- 2) WORK IN GROUP DEFINING EACH ONE'S TASK
- 3) COMPARE YOURSELF AND DISCUSS
- 4) BE PRAPARED TO PRESENT IN PUBLIC
- 5) SHARE THE PRESENTATION AMONG ALL THE TEAM

CHALLENGE

GLOBAL VS LOCAL BRANDS

- 1) FIND EXAMPLES OF COMPANIES/BRANDS WHICH DECIDED TO ENTER OTHER COUNTRIES BEYOND THE DOMESTIC
- 2) WRITE A MAIL TO ME DECLARING TEAM MEMBERS, TEAM NAME AND TOPIC OF THE WORK
- 3) EXPLAIN THE STRATEGY (DIVERSIFICATION VS ADAPTATION)
- 4) FIND EVIDENCES OF THE STRATEGY IN THE MARKETING MIX REFFERRED IN PARTICULAR TO PRODUCT AND COMMUNICATION

TIMING : 23- 28 NOVEMBER